

Wine in Italy

June 2024

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Wine in Italy - Category analysis

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2023 DEVELOPMENTS

Negative performance for wine in 2023
Generational divide when it comes to wine consumption
Non-alcoholic wine fails to develop

PROSPECTS AND OPPORTUNITIES

Static performance for wine over the forecast period
Channel shift for aperitivo trend, while non-alcoholic wine is set to see growth
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Alcoholic Drinks in Italy - Industry Overview

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On-trade vs off-trade split
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